K. Eisen

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TO: Carolyn Levy **DATE:** November 25, 1986

FROM: Nancy Brennan

SUBJECT: Marlboro Menthol Research

This formally requests the research on Marlboro Menthol we have discussed...

1. Identified new blend Marlboro Menthol among Marlboro Menthol Smokers. To assess tranchise risk. HTI
2. Ad/pack testing of new Marlboro Menthol & Lights Menthol blends among competitive menthol smokers. To assess purchase interest. MISI
3. Some type of testing of positioning with cream product. Packaging, positioning, advertising would remain the same, i.e. only product changes. To assess if alternative product provides the competitive edge.

Please let me know how you want to proceed on #1 and #3, timetable/when you need ads for #2 and if you need additional information to get these projects going.

Thanks for your help.

NEB:dc

cc: M. Bennett
J. Mvracle
R. Stirlen

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Source: https://www.industrydocuments.ucsf.edu/docs/spjj0004